

It is heartening to hear that the F.C.C. is considering applying the must carry rules to the entire broadcast digital signal!

Part of the "Promise" of the digital conversion to consumers and broadcasters was always the potential for multiple free "over the air" signals from each broadcast station.

While "over the air" multi-cast might happen without "must carry"...any business plan that does not include the viewers who access our signals through cable or satellite delivery is seriously challenged.

We have been discussing possibilities for programming these additional channels for some time. It is exciting to consider the possibilities!

Tomorrow we have a meeting with a local Hispanic group regarding the possibility of doing a local Spanish language channel...including perhaps translations of popular shows and local Spanish language news.

We are actively pursuing the possibility for doing a 24 hour local weather channel.

Likewise, a 24 hour local/regional news channel...perhaps in co-operation with other broadcaster stations has serious appeal.

We do a lot of local high school sports coverage now...the possibility of expanding this coverage is exciting.

In election years...we would finally have the capacity to carry long form political discourse that now is pushed aside because of ratings considerations.

We think a great benefit of this plan that we have never heard mentioned is that any additional programs or channels that are developed because of the economics of must-carry...would also be available for free "over the air" to anyone with a digital set and antenna!

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